

**City University of Hong Kong  
Course Syllabus**

**offered by Department of English  
with effect from Semester A 2016/2017**

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**Part I Course Overview**

**Course Title:** Creative Professions Internship

**Course Code:** EN4571

**Course Duration:** Full-time summer semester from June to August, for the duration of 8 weeks minimum. Part-time Semester A (September to December) & part-time Semester B (January to May) for a minimum of 200 hours.

**Credit Units:** 3 credits

**Level:** B3

**Proposed Area:**  
*(for GE courses only)*

Arts and Humanities  
 Study of Societies, Social and Business Organisations  
 Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* None

**Precursors:**  
*(Course Code and Title)* None

**Equivalent Courses:**  
*(Course Code and Title)* None

**Exclusive Courses:**  
*(Course Code and Title)* None

## Part II Course Details

### 1. Abstract

*(A 150-word description about the course)*

The Creative Internship course is designed to enhance and enrich students' educational experience by integrating the academic component of the course with the practical experience gained at the internship site. While students are earning THREE credits for participating, they also enter into a contract with the Department and the host organization to complete the internship program in full and as agreed at the start of the course. The course aims are:

1. Learn about the functions of the creative industry based organization with which you are affiliated
2. Define more clearly your career goals for the creative industries
3. Assist in establishing future career networks in the creative industries
4. Develop a professional understanding and an awareness of ethical conduct through hands-on experience in the creative industries environment
5. Improve your ability to undertake and apply analytical, research, and creative communication skills in English
6. Reflect on your overall learning experience and work performance
7. Create new means to improve your future work performance in actual working world

### 2. Course Intended Learning Outcomes (CILOs)

*(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)*

No.	CILOs	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe and explain the nature of the host organization and how it operates		✓		
2.	Analyze the workplace practices observed in the host organization and evaluate on their effectiveness by applying professional communication theories and practices learned in previous courses		✓	✓	✓
3.	Critically reflect on the overall internship learning experience & work performance in fulfilling tasks assigned by the host from a professional communication perspective, and creatively propose innovative ways to solve any problems or difficulties encountered during the internship.		✓	✓	✓
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3				
Pre-internship workshops	Students are required to attend pre-internship workshops where they discuss with prospective hosts and internship supervisors the expectation of the course.	✓	✓	✓				
Internship placement	Student interns are placed with a host organization for 200-400 hours during the summer semester.	✓	✓	✓				
Internship placement	Students are expected to perform various professional communication related tasks assigned and supervised by line manager(s) of the company	✓	✓	✓				

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3					
Continuous Assessment: <u>100</u> %								
Host organization's evaluation report	✓	✓	✓				40%	End-of-semester
<b>Written Assignments –</b> Internship Reflective learning Journal and Internship Activity Log <b>Part A: Internship Activity Log</b> <b>Part B: Internship Reflective Learning Journal</b> (minimum of 1500 words)	✓	✓	✓				60%	Mid-semester  End-of-semester
							[20%]	
							[40%]	
							100%	

\* The weightings should add up to 100%.

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Reports and Journals	Demonstrate skills in describing, explaining, analyzing, comparing and evaluating internship experiences and workplace knowledge gained.	<ul style="list-style-type: none"> <li>◆ The content is very well selected and developed.</li> <li>◆ All relevant information and key communication issues are included for analysis.</li> <li>◆ The information is comprehensively analyzed and explained.</li> <li>◆ The information and message are effectively conveyed in coherent and accurate English.</li> </ul>	<ul style="list-style-type: none"> <li>◆ The content is well selected and developed.</li> <li>◆ The information included for analysis is sufficient.</li> <li>◆ The information is sufficiently analyzed and explained.</li> <li>◆ The information and message are clearly conveyed in accurate English.</li> </ul>	<ul style="list-style-type: none"> <li>◆ The content selected for analysis is somewhat sufficient.</li> <li>◆ Only part of the field research data is included for analysis.</li> <li>◆ Only part of the information is analyzed and explained.</li> <li>◆ Only part of the information and message are clearly conveyed in moderate accurate English.</li> </ul>	<ul style="list-style-type: none"> <li>◆ The content selected for analysis is sketchy and inadequate.</li> <li>◆ Only limited data is incorporated for analysis.</li> <li>◆ The analysis is not informative or comprehensive.</li> <li>◆ The information and message conveyed is limited and in somewhat understandable English.</li> </ul>	<ul style="list-style-type: none"> <li>◆ The content selected for analysis is totally inadequate.</li> <li>◆ Very limited or inaccurate data is incorporated for analysis.</li> <li>◆ The analysis is not at all comprehensible.</li> <li>◆ The information and message conveyed are not comprehensible.</li> </ul>

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Creative communication, creative industries, collaborative writing, experiential learning, communication internships, professional experience, creative English, self-reflexive learning.

**2. Reading List**

**2.1 Compulsory Readings** (tentative list)

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

Alexander, James P. (1995) Internships in communications. Ames, Iowa: Iowa State University Press.

Caves, Richard E. (2000) Creative Industries: contracts between art and commerce. Cambridge, Mass: London: Harvard University Press.

Hartley, John. (2005) Creative Industries. Oxford, Malden: Blackwell Publishers.

Smith, Karl, A. (2000) Project Management and Teamwork. Boston, MA: McGraw Hill